

An aerial photograph of San Jose, California, featuring a mix of urban architecture, green spaces, and palm trees. A semi-transparent green rectangular overlay covers the central portion of the image. Within this overlay, a white rectangular box contains the text "SAN JOSE" in large, bold, white capital letters, and "CAPITAL OF OPPORTUNITY" in smaller, bold, white capital letters below it. In the upper center of the image, above the green overlay, a commercial airplane is visible in flight against a cloudy sky.

SAN JOSE

CAPITAL OF OPPORTUNITY

OPPORTUNITY

GROWING...AND WELCOMING OF GROWTH

AMBITIOUS...TO BE A JOBS CENTER

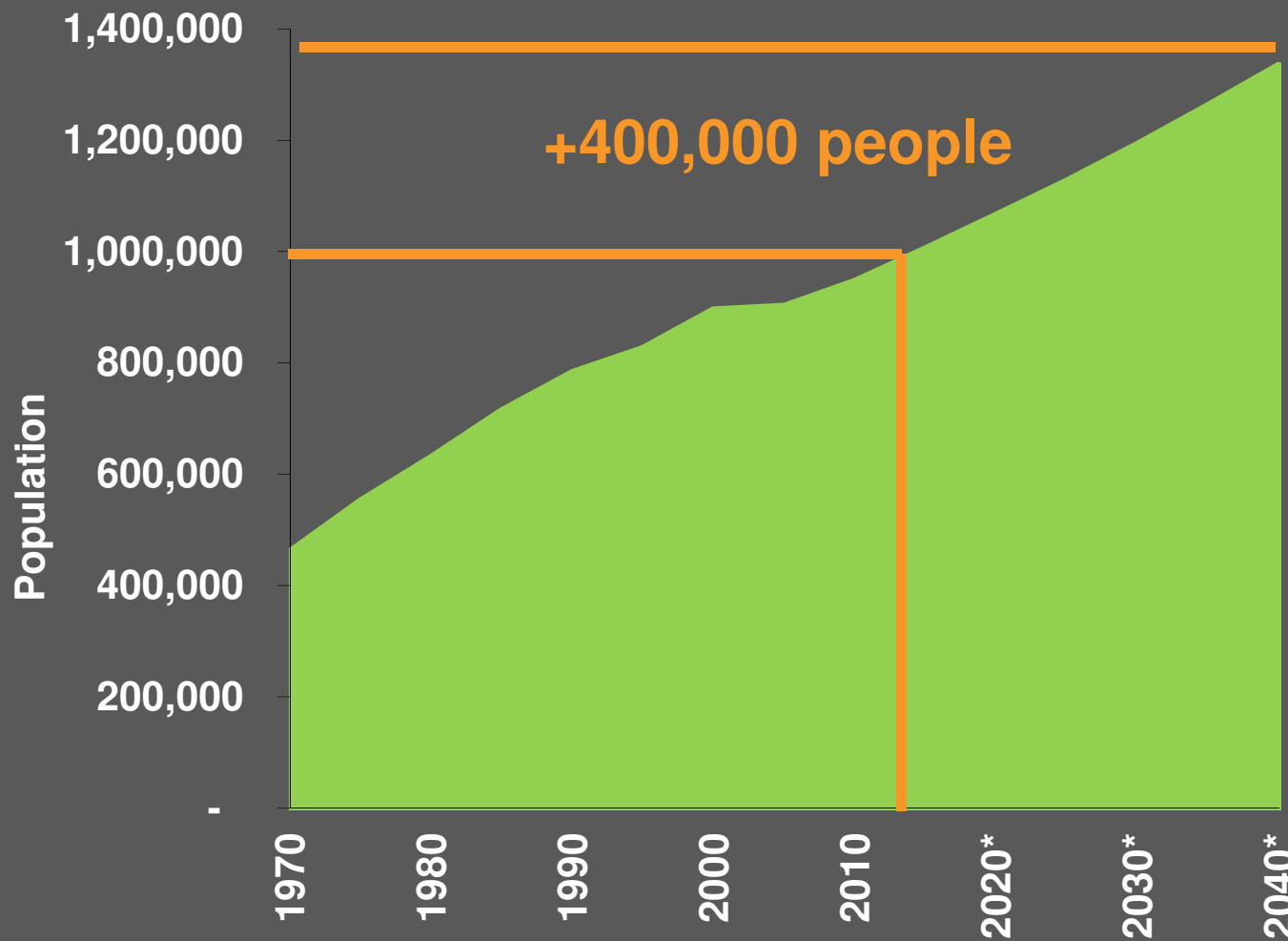
URBANIZING...TO ATTRACT TALENT



GROWING

...And Welcoming of Growth

EXTRAORDINARY GROWTH AND CAPACITY

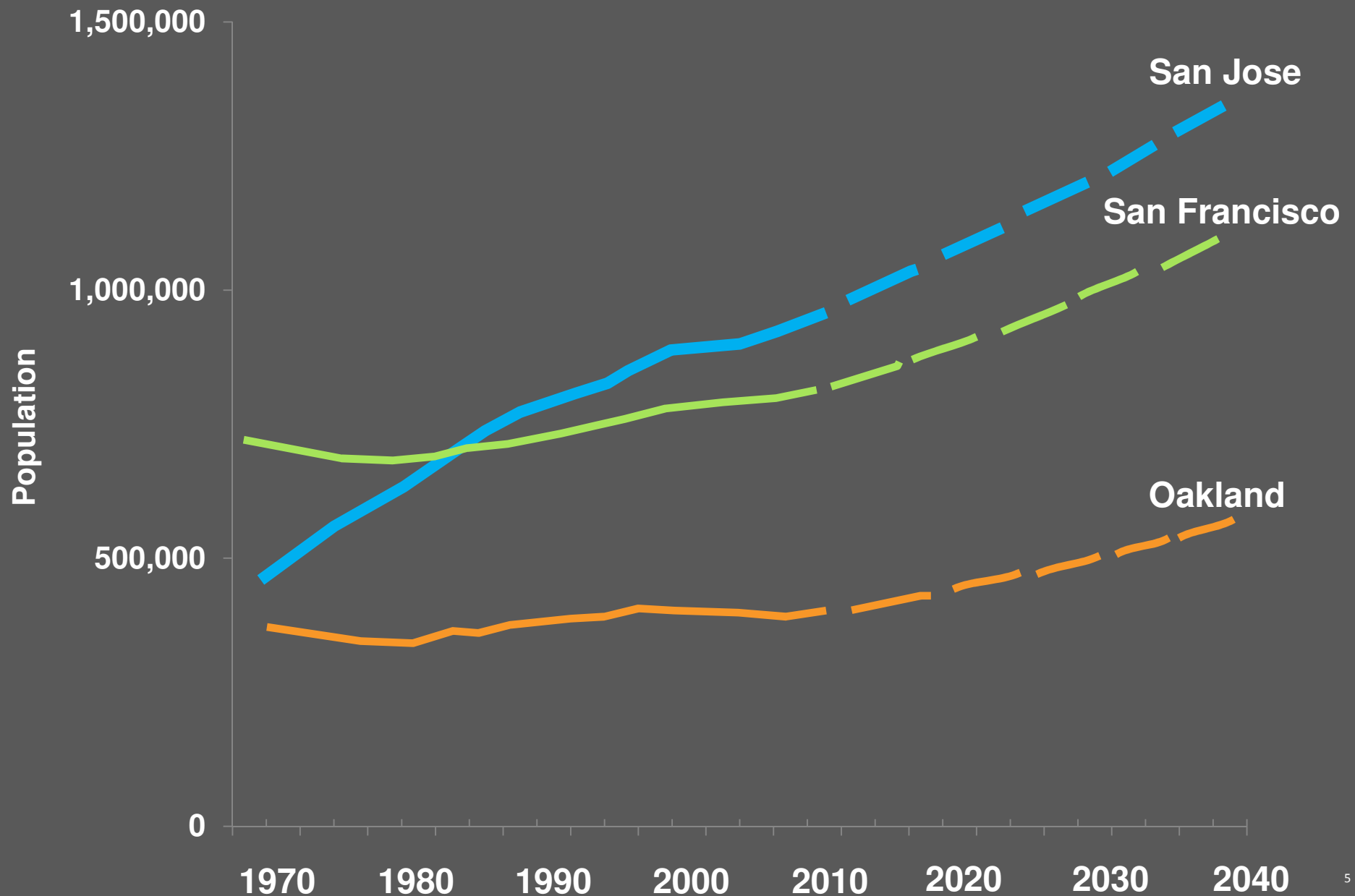


**120,000
more
homes**

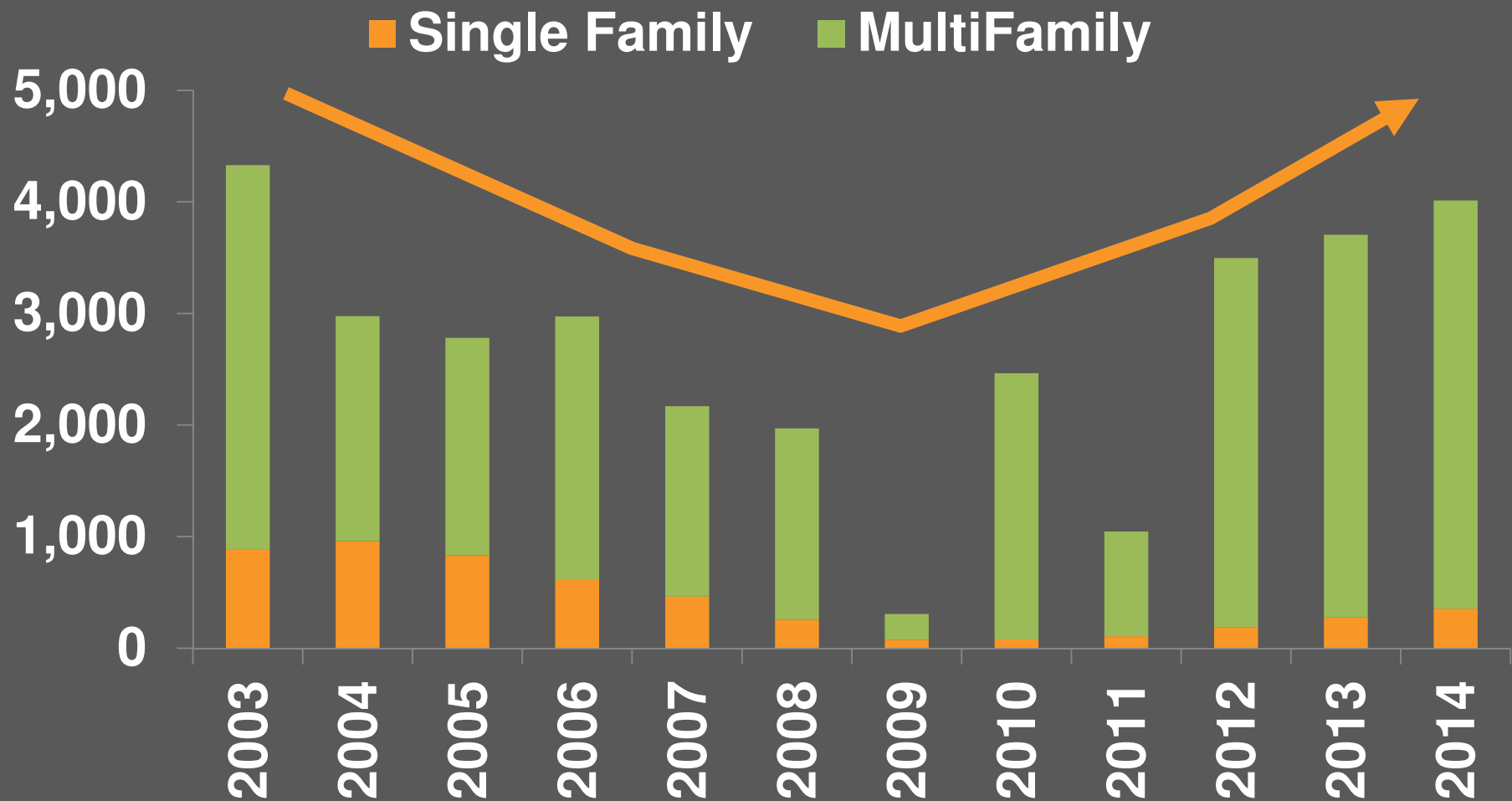
**380,000
more
jobs**



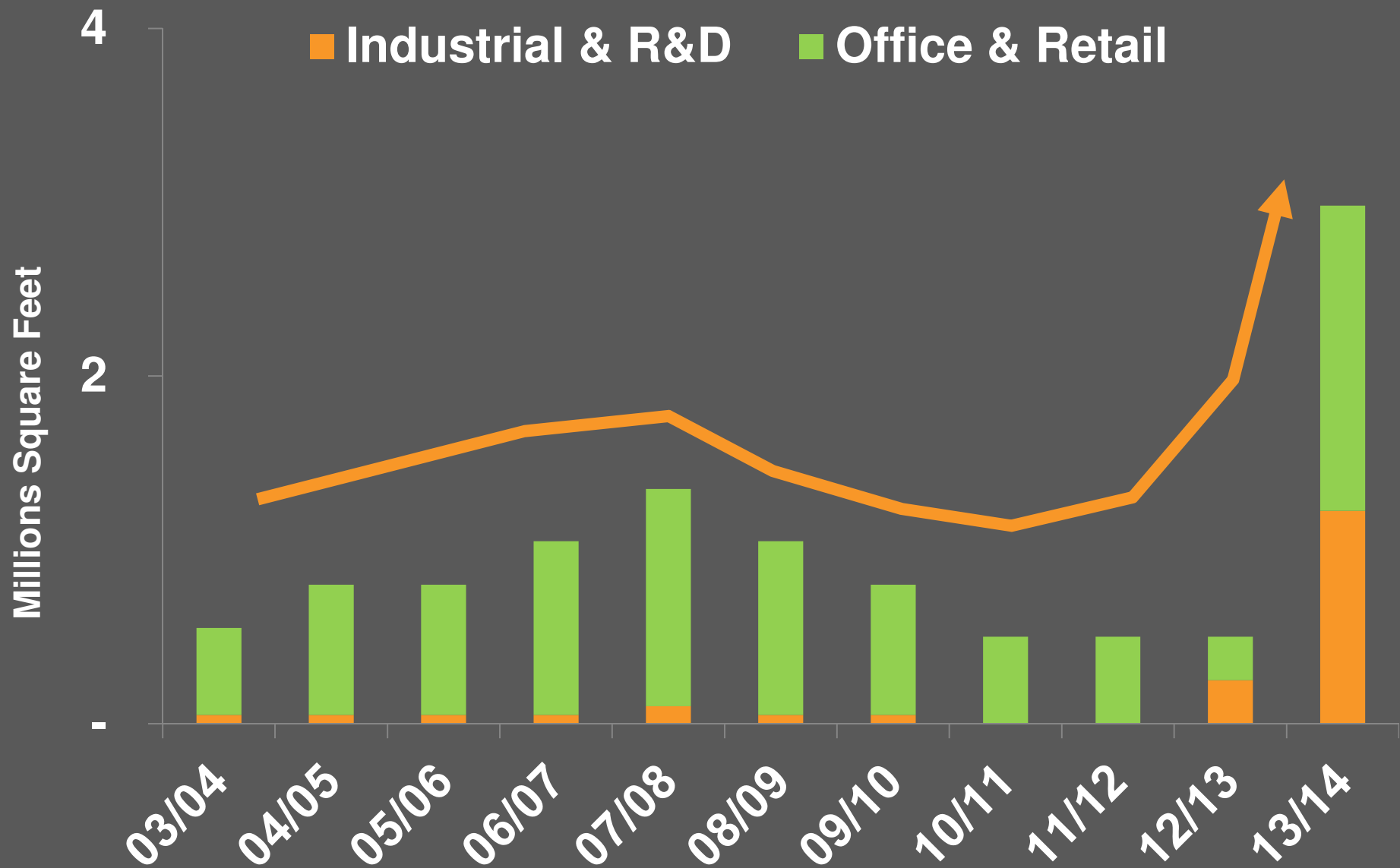
SJ MORE IMPORTANT IN BAY AREA



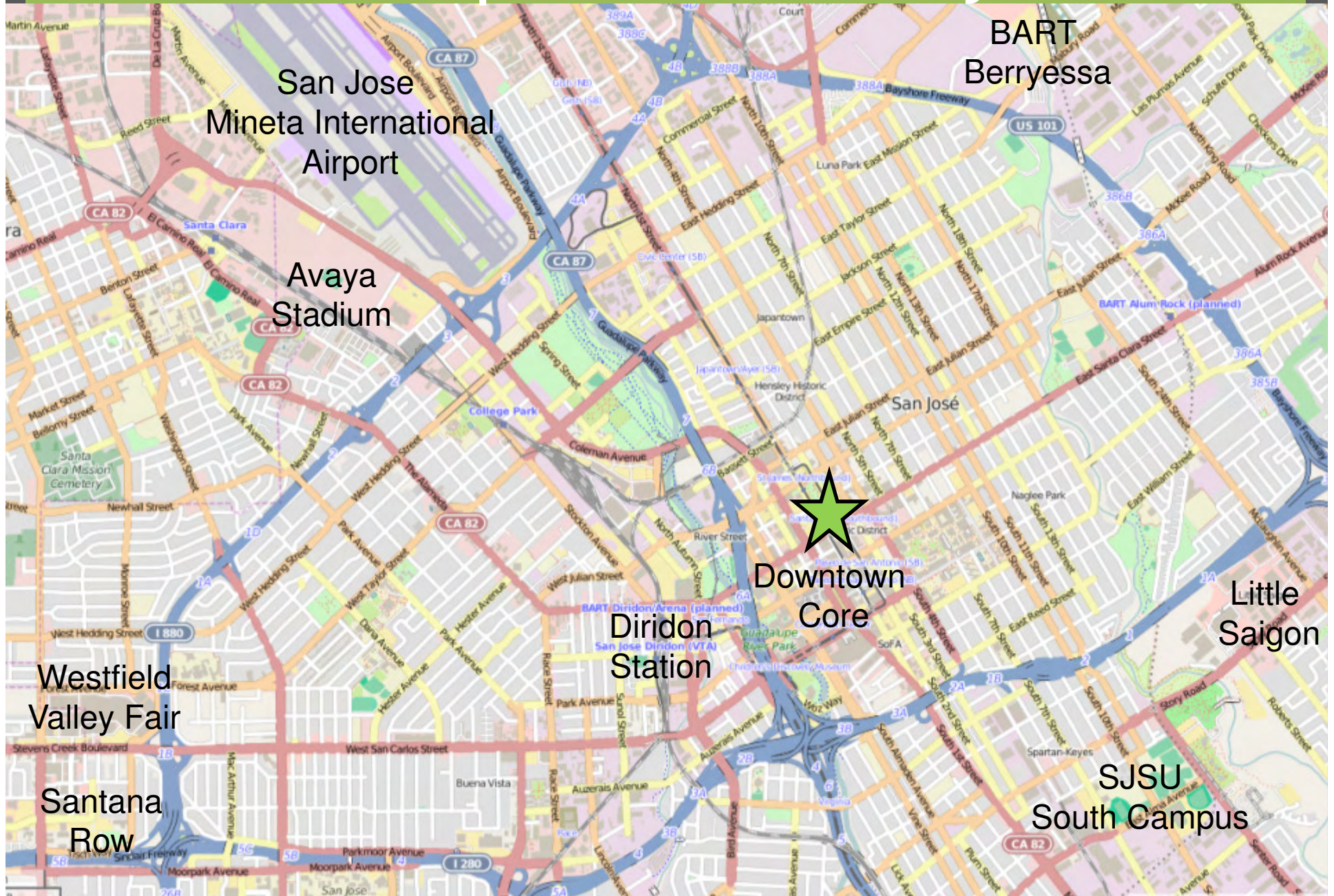
SURGE IN RESIDENTIAL PERMITS



SURGE IN NON-RESIDENTIAL PERMITS



DOWNTOWN | CENTRAL SAN JOSE



NEW HOUSING DOWNTOWN

1,750 Units Under Construction



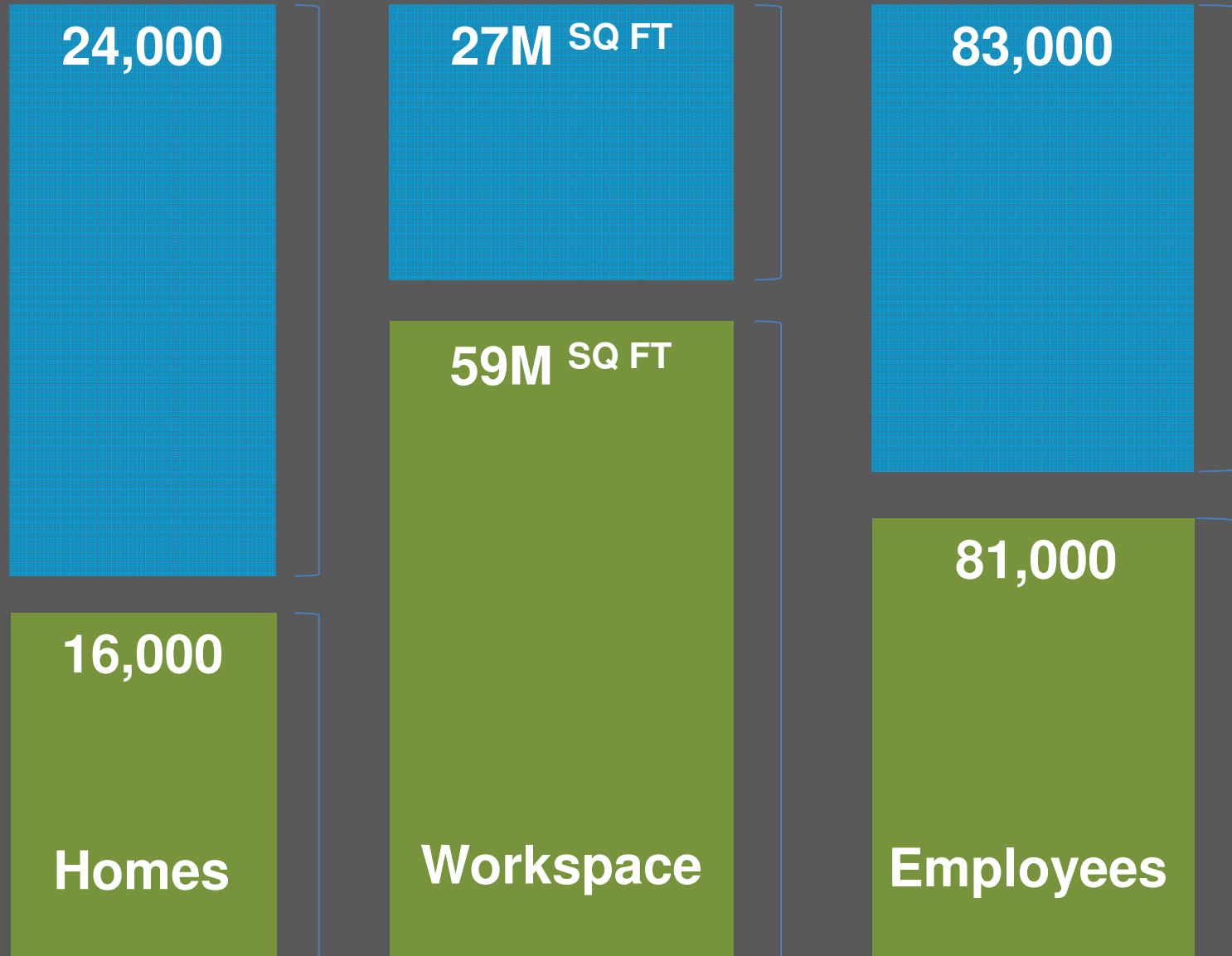
2,000 Units In Approval Process

110+

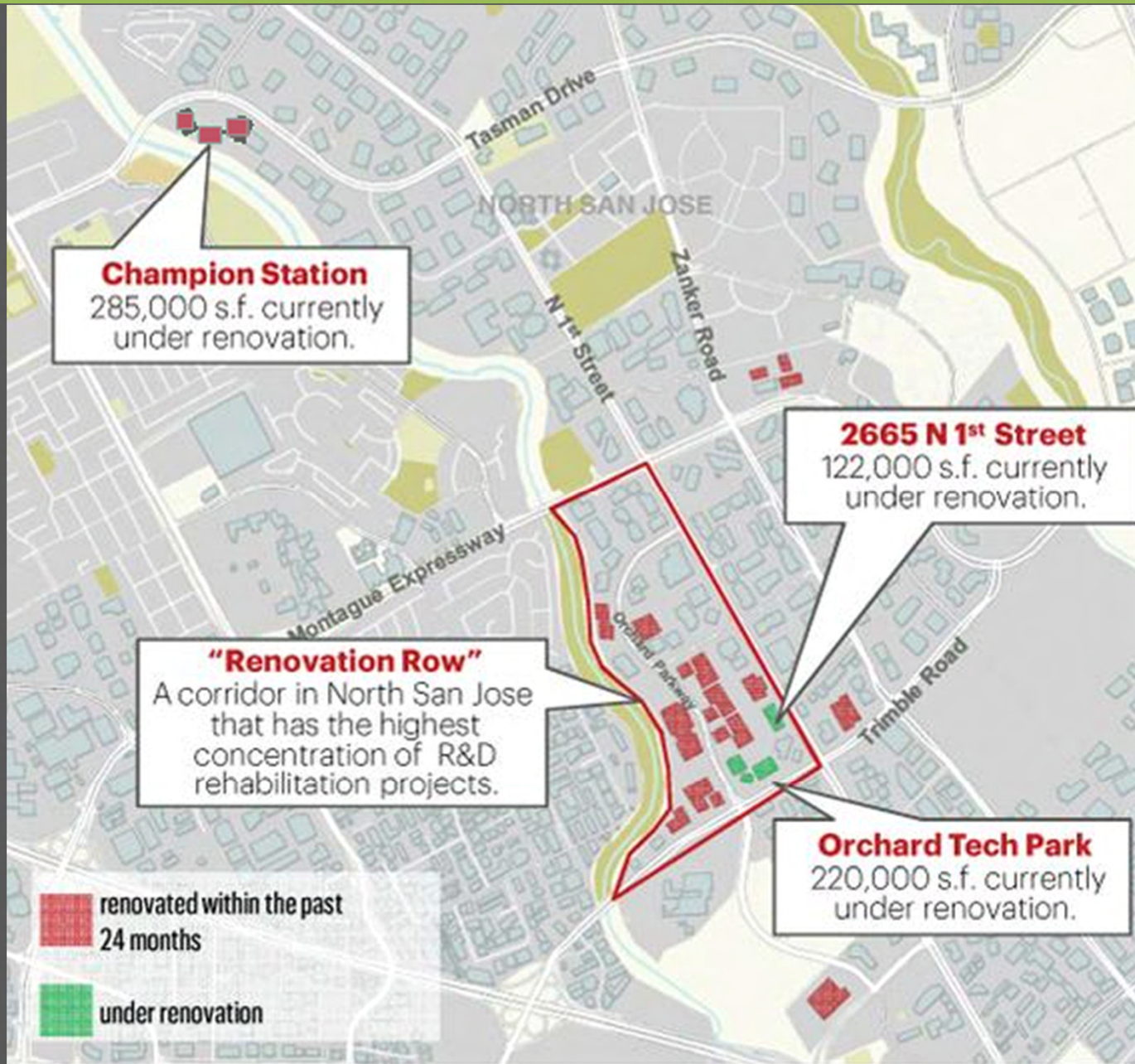
TECH COMPANIES IN DOWNTOWN

Realization Technologies
Rescue Mission Software
RetailNext
Robosoft Technologies
Silicon Valley Web Hosting
Singapore Telecom USA
SLI Systems
Soonr
South Bay Signal
Spanner
SpeedInfo
Subimage
SunWize
Surface Ink
SV Maestro Enterprises
Synapse Design Automation
TCG San Francisco
Temnos
TextDigger
Thaddeus Systems
The Cheap Squad
The Code Works
ThreatMetrix
Tiempo IC Corporation
Umbra Data
UST Global
Varite
Vertebral Technologies
Virtual PBX
Voipex
Voipix
Vortex
Vortex
Whipsaw
Xactly Corporation
YO Communications
Zep
Zep

ROOM TO GROW | NORTH SAN JOSE



RENOVATION ROW



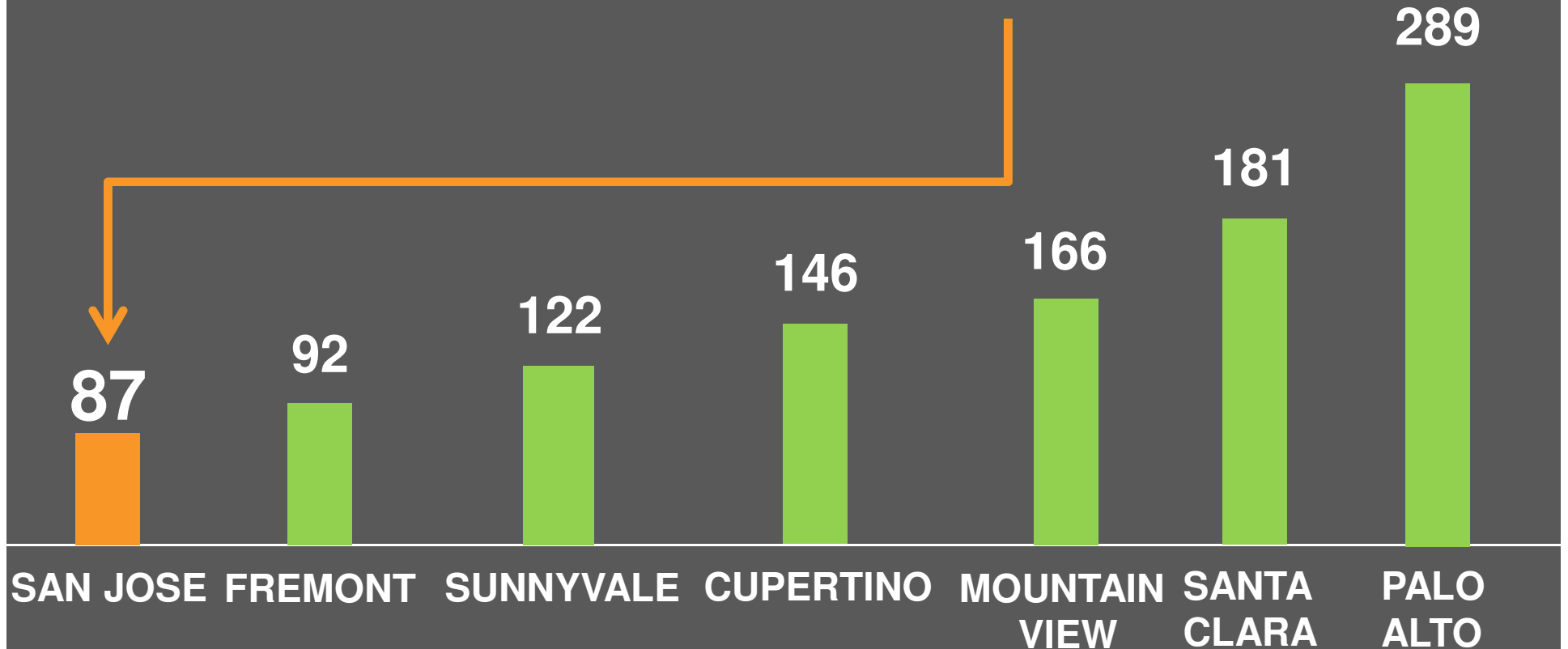


AMBITIOUS

...To Be A Jobs Center

SAN JOSE'S UNDERLYING PROBLEM

FOR EVERY **100** EMPLOYED RESIDENTS,
THERE ARE ONLY



ONLY TOP 20 CITY NATIONALLY...



MORE NIGHTTIME RESIDENTS
THAN DAYTIME WORKERS

LOWER SALES TAX PER CAPITA

PALO ALTO

\$370

CUPERTINO

\$338

MOUNTAIN VIEW

\$186

SANTA CLARA

\$320

SUNNYVALE

\$192

FREMONT

\$172

SAN JOSE

\$142

LOWER PROPERTY TAX PER CAPITA

PALO ALTO

\$407

CUPERTINO

\$285

SUNNYVALE

\$213

MOUNTAIN VIEW

\$260

SANTA CLARA

\$237

FREMONT

\$172

SAN JOSE

\$140

SJ STILL LARGEST TECH HUB NATIONALLY



SHIFT | SOCIAL MEDIA TO SMART DEVICES



ADVANCED MANUFACTURING



TECHNOLOGY DEMONSTRATION CENTER



NSJ TRANSPORTATION INNOVATION ZONE



COMPETING FOR JOBS AND WORKPLACES

THE BASICS

- ✓ Cost/Value
- ✓ Land & Buildings
- ✓ “Frictionless” Government

“NEW” BASICS

- ✓ Talent
- ✓ Access
- ✓ Amenities

URBANIZING

...To Attract Talent

MILLENNIALS MATTER

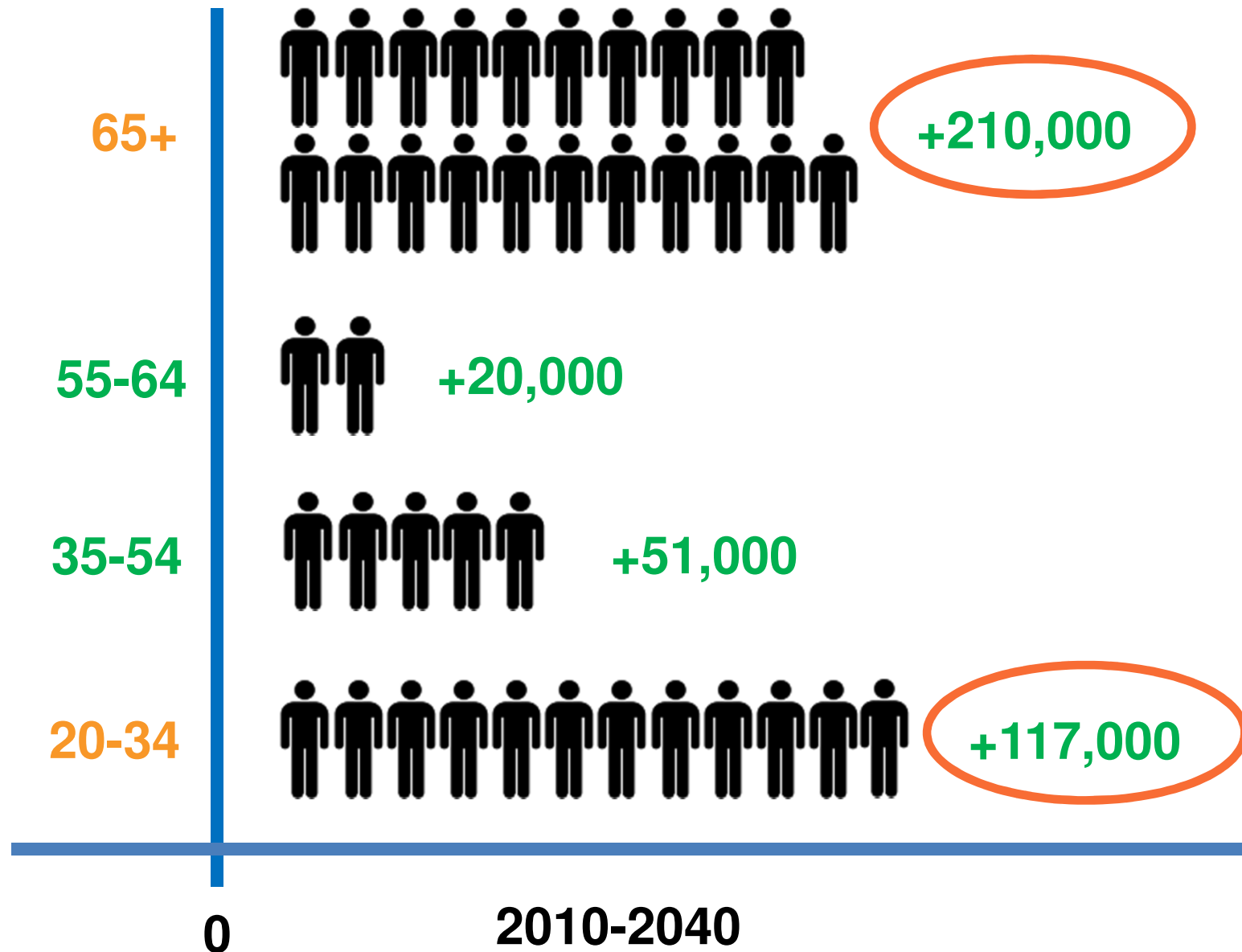


YOUNG PROFESSIONALS PREFER URBAN

- ✓ **Authentic Neighborhoods**
- ✓ **Walkable**
- ✓ **Transit Access**



SHIFT | YOUNG ADULTS & SENIORS



“FULL SPECTRUM” HOUSING

90% of New Household
Growth

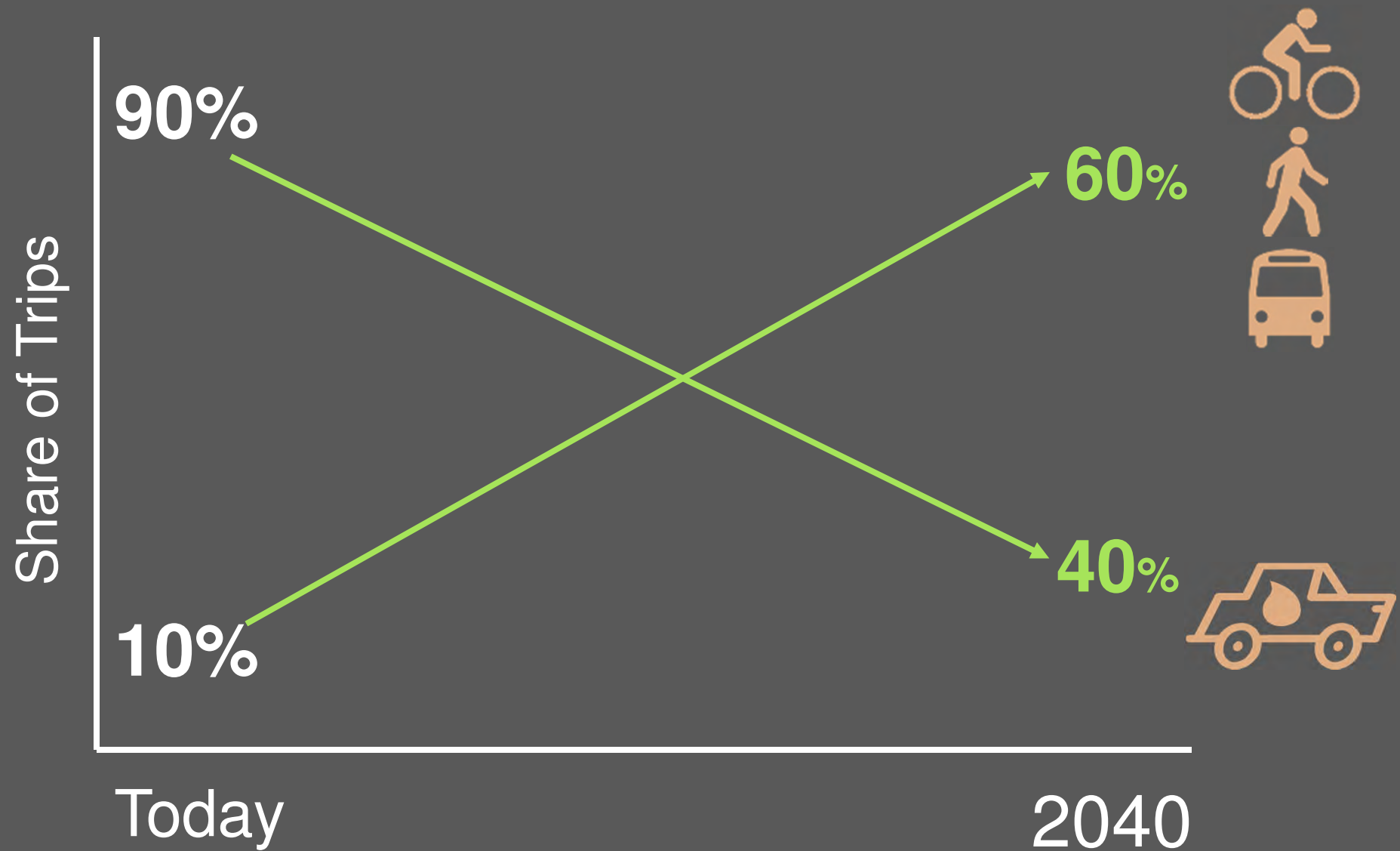


Young
Adults



Empty
Nesters

BOLD “MODE SHIFT” GOALS



WALK SCORE | 98/100



“Walker’s Paradise”

BETTER CONNECTIONS TO TRANSIT



SAN JOSE IS ON CALTRAIN!



BART IS COMING TO SAN JOSE



MASTERING THE ART OF PROXIMITY



nearby
matters
— .com —

NURTURING & CELEBRATING AUTHENTICITY



#WeAreSanJose

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CONTACT US. LET US HELP YOU.



KIM WALESH
Director OED



NANCI KLEIN
Assistant Director OED



CHRIS BURTON
Sr Business Dev OED



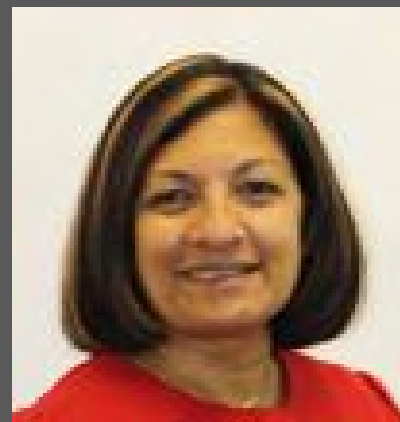
CARA DOUGLAS
Sr Business Comm OED



TINA KAPOOR
Downtown Lead OED



HARRY FREITAS
Director, PBCE



RU WEERAKOON
Mayor's Office



ROSALYNN HUGHEY
Asst Director, PBCE

An aerial photograph of San Jose, California, featuring a mix of urban architecture, green spaces, and palm trees. A semi-transparent green rectangular overlay covers the central portion of the image. Within this overlay, a white rectangular box contains the text "SAN JOSE" in large, bold, white capital letters, and "CAPITAL OF OPPORTUNITY" in smaller, bold, white capital letters below it. In the upper center of the image, above the green overlay, a commercial airplane is visible in flight against a cloudy sky.

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CAPITAL OF OPPORTUNITY